

Certificate in Mobile Video Production with AI for Commercial and Social Media Use

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Smartphone can be used as a powerful tool to enable you to create compelling and impactful short videos for commercial use.

In this course, you will learn video production techniques and powerful AI tools with your smartphone and computer, in order to unleash the power of creativity in commercial application.

Programme code	10018744-04
Date and time	3 & 4 March 2026 09:30-16:30 (Total 12 hours)
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
Language	Cantonese
Course fee	HK\$3,200
Target Audience	<ul style="list-style-type: none"> Those who are interested in video/micro movie production or working in video production industry Entrepreneur, marketing and corporate communication practitioners

* Equipment required: smartphone and tablet

Learning Outcomes

Upon successful completion of this training course, participants should be able to:

- Understand what video features and applications are available for your smartphone;
- Acquire techniques of text to image AI tools;
- Create engaging visuals to enhance social media content; and
- Plan high quality corporate video and social content by AI from start to finish.

Course Outline

Date	Activities
Day1: Smartphone shooting techniques And introduction to generative AI	<ul style="list-style-type: none"> • Understand and take advantages of the video features of your smartphone • Video shooting essentials • Demonstrate video accessories for smartphones • Practise InShot editing skills • Trend of generative AI • Prompt creation 101
Day2: Social Media Content Essentials with AI Tools	<ul style="list-style-type: none"> • AI tools: text to image <ul style="list-style-type: none"> - prompt creation tool - text to image tool - text to video tool • AI music generator • Visual creation exercise • Correlation between AI and social media • Combine content by Canva

A Certificate of Completion will be awarded to participants who have attended 75% or above of the course and passed an assessment.

Trainer Profile

Esther LUI

Video Artist & Founder of Movement Studio

Esther, award winning director, conduct media training over 100 Corporates. She has extensive experience in video production, training of art and editing with AI tools. The projects she has participated in include: music video (MV) director of "Supper Moment - Love is Nearby"; producer of "Ian Chan – Got U" ; " Kelly Chen – Piece of You"...etc.



Enrolment method

1. Scan the QR code to complete the enrolment
2. Upon confirmation of sufficient enrolment, programme details and payment information will be sent to your registration email.

